

Message Text

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PAGE 01 KUWAIT 03115 240718Z
ACTION NEA-11

INFO OCT-01 ISO-00 EB-08 /020 W
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P R 240525Z MAY 78
FM AMEMBASSY KUWAIT
TO USDOC WASHDC PRIORITY
INFO SECSTATE WASHDC 1055
USDA WASHDC

UNCLAS KUWAIT 3115

COMMERCE FOR ITA/BED - FOREIGN BUYERS PROGRAM
USDA FOR FAS/W
DEPT. FOR NEA/ARP

E.O. 11652: N/A
TAGS: BEXP, BTRA, BAGB, KU
SUBJECT: FOREIGN BUYERS, AGRICULTURAL FOOD PRODUCTS: HAMAD
KHALIFAH HUMAIDAH.

1. ABDULLAH HAMAD HUMAIDAH AND HAMAD KHALIFAH HUMAIDAH
(WTD 10/76) REQUESTED EMBASSY ASSISTANCE IN LOCATING
AMERICAN FOOD EXPORTERS, PREFERABLY MANUFACTURERS, AND
IN SCHEDULING THEIR JUNE 19 BUYING TRIP TO THE US. THE
HUMAIDAH'S ARE MAJOR LOCAL FOOD IMPORTERS. THE
PURPOSE OF THE TRIP IS TO ACQUIRE NEW PRODUCT AGENCIES AND
ESTABLISH BUSINESS RELATIONS WITH US FOOD BROKERS.

2. THEIR SINGLE FIXED STOP IS CALIFORNIA, BUT THEY ARE
WILLING TO ARRANGE THEIR ITINERARY ACCORDING TO WHATEVER
RECOMMENDATIONS WE MAY MAKE.

3. THE MAJOR BRANDS, LIBBY'S, MONARCH, DEL MONTE, ETC., ARE
ALREADY REPRESENTED IN KUWAIT BY EXCLUSIVE AGENTS. LIKELY
PROSPECTS SHOULD BE REGIONAL CANNERS OR FIRMS THAT
MARKET UNDER A BRAND NAME. AJC INTERNATIONAL (ATLANTA,
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GEORGIA), WHICH MARKETS FOOD ITEMS UNDER THE FROSTY
ACRES LABEL, IS A GOOD EXAMPLE.

4. ACTION REQUESTED: COMMERCE COORDINATE WITH USDA
TO FURNISH LISTING OF LIKELY PROSPECTS AND TO ASSIST
AS NEEDED. WE WOULD APPRECIATE RECEIVING
PROSPECT LIST ASAP.

SUTHERLAND

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NNN

Message Attributes

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